

# Sales Top Profits In Business Reports

By REYNOLDS KNIGHT

With four months of watching and pondering under their belts, the nation's economists at last feel they are beginning to get a clear picture of the drift of the economy.

For most of the first quarter, incomplete and often erratic statistics caused confusion about where the nation is heading. But in recent weeks a rash of quarterly reports and the development of strong sales patterns in many industries have helped clarify the situation.

Most companies have recorded substantial sales increases over last year's recessed levels. Yet the earnings figures for most of these companies show only slight increases, giving substance to industry-wide claims that profits are low in relation to sales. Retail buying is significantly improved over a year ago, and credit buying is up too.

**SOME PROBLEM** areas continue to exist. Housing, for example, has not reached a promising pace despite the fact that spring is already a month old. Machine tool orders are trailing last year's level. The stock market continues to drift uncertainly between bull and bear, and most businessmen concede they don't know where it is heading.

While the economic growth picture is not entirely clear-cut, most indicators — and most economists — indicate that 1962 will be "a good year" all the way around.

**DIAL-A-DRINK** — One of the latest and most novel packaging innovations to hit the liquor industry — a revolving label that enables consumers to dial mixing instructions for a variety of drinks — was announced recently by Schenley Industries, Inc., one of the nation's leading distillers.

The "Dial-A-Drink" label contains the brand name of the liquor and a cut-out window under which is a separate removable label that contains recipes for mixing four different drinks. A simple twist of the outer label permits instant viewing of what Schenley spokesman claim are "perfect" drink recipes. In addition, the bottle top is a full-size jigger. The unique bottle will be used on Schenley's premium, 8-year-old Schenley Reserve brand. Each case of the whiskey will contain two different sets of recipe labels. Six bottles will carry Whiskey Sour, Party Punch, Whiskey Collins, and Schenley Twist recipes; the other six will provide mixing instructions for Manhattan, Old Fashioned, Mint Juleps, and Anniversary Punch.

According to Jerry Giratis, vice president and sales coordinator of Schenley Distillers Co., the "Dial-A-Drink" bottle was designed to appeal to persons, particularly women, "who may be doubtful of their ability to mix a drink properly. The recipes eliminate guessing and guarantee perfect mixed drinks."

**NOT CLASS-conscious**—The government's costly efforts to cut back surplus stocks of wheat — among other abundant grains — are hampered by a mixture of politics and geography. In the case of wheat, there has been little recognition given of the fact that the big surplus is in one class of wheat, "hard red winter," grown in one region. The supply of three other classes is in a fair balance with demand — and one (soft red, used in cakes, pastries and crackers) actually is in short supply.

But Congress and the administration fall to take this into account, and instead, insist on grouping all wheats together. This despite the fact that, as of July 1, over 1.1 billion bushels of the more than 1.3 billion-bushel wheat carry-over will be the hard red winter variety.

**WHY NOT** cut back drastically on production of the class in surplus while slackening controls over the other classes?

That's where politics enters. Hard red winter wheat is grown almost exclusively in a few Southwestern states. A considerable bloc of representatives of both parties in the House Agriculture Committee comes from these states.

So it appears that, once again this year, no successful effort will be forthcoming from Congress to deal with the real source of the surplus wheat problem.

**THINGS TO COME** — A new adult game that lets users second-guess baseball managers is on the market; the game pits players against each other as managers, with best strategist winning. . . . Auto makers are selling camping accessories with some new lines of station wagons and sedans; the accessories permit use of auto as mobile home with sleeping and eating accommodations for up to six persons. . . . A shoe company recently developed a steel-toed safety moccasin for users of rotary lawn mowers.

## Marymount Adds Pair To Advisors

Mrs. J. Holt McCracken of Portuguese Bend and William E. Belding of Palos Verdes Estates have been added to the Palos Verdes Advisory Board of Marymount College, it was announced yesterday by Mrs. Charles Houghton, board chairman.

Mrs. McCracken, who attended the Sorbonne in Paris and the Parsons School in Florence, Italy, is a founding member of the Women's Auxiliary of the San Pedro Community Hospital and a member of the hospital's Bookworm Guild.

**SHE IS** A member of the Colleagues, Big Sister League, the Peninsula Philharmonic Committee, the Peninsula Children's Hospital Committee, the Peninsula Needlework Guild of America, the Assistance League and is on the executive committee of the Los Angeles County Art Museum.

Belding attended Dartmouth College and is a graduate of Northwestern University. During the war he served as an officer for five years in the mine-sweeping branches of the Navy both in the European and Pacific theaters.

**ASSOCIATED WITH** the Broadway-Hale Stores since 1952, he is manager of the Broadway Del Amo and is a member of the executive board of the Torrance Chamber of Commerce. He has worked in various Palos Verdes school district activities and served as chairman of last year's school bond drive.

The Beldings have been residents of Palos Verdes Estates for the past seven years. Their son, Bill Jr., attends Chadwick School and daughter Barbara is a student at the Malaga Cove School.

# TV CANDIDS by Terrence O'Flaherty

SEATTLE—It was my day to do something for Youth, but somehow the signals got crossed.

Psychologists tell us that this year's crop of high school freshmen will be the first young people in the history of the world to be "visually oriented" almost from birth by advertising, books, magazines and, most of all, by television which is now 12 years old in America.

For 12 years their attention has been sought by popping cereals, animated cartoons, cowboy heroes, and cardboard lovers from the world of the "Private Eye."

Sunday afternoon I took one of these television-bred youngsters to the World's Fair here in Seattle. It was a real eye-opener for someone like me who was raised in an era when the most eagerly sought-after thing was a "FREE" stick in a Milk Nickel.

My companion was Michael Corrigan who is aged 11 and has freckles. He is full of the devil and already has a matchless sense of humor. I thought I was doing him a favor by taking him to the Fair. It was actually the other way around—for Michael is one of the visually oriented.

"First of all, let's get one thing straight," he said looking me squarely in the eye. "If you want to take me to this thing, we go first class all the way. I don't intend to eat a hot dog on a stick and a warm root beer. It's the Space Needle restaurant or nothing."

I gave him my Oliver Hardy look.

"That's what Dr. Brothers calls the positive approach," he said brightly. "Don't you watch Dr. Brothers? She is very helpful for young adults like me."

We were riding on the Monorail train that glides almost noiselessly over a great track above the streets of Seattle. "It's a European idea," I explained.

"Well, you're wrong there," said the 11 year old. "In 1880 the U. S. Patent Office issued a patent for a monorail to an American inventor. Don't you watch 'Twentieth Century?' They did a whole show on it."

"Let's stop off at the Christian Science Building first and get the latest news," said Michael. "They have special radio roundups from all of the world by reporters for the Christian Science Monitor."

"How did you know about that?" I asked. "It was time for Mike to give ME the Oliver Hardy Look. 'Erwin Canham, the editor of the paper, said so on the 'Today' show on NBC," he said.

"Which do you think I should get tickets to for my birthday—the Old Vic's 'Macbeth' or the Ukrainian State Dancers?" he asked. (He decided on the Ukrainians. He had just seen the Hallmark Hall of Fame TV production of "Macbeth" and decided he couldn't take it again so soon.)

"If the Ukrainians are as good as the Moiseyev Dancers, they will be great," he reasoned. (He had seen the Moiseyevs on the Ed Sullivan Show.)

"Are there any questions?" asked the man who had given the talk about the U. S. missile display. Mike spoke up: "Why are the NASA people so much on the defensive about Russia when we have sent up 65 satellites and you say our Tiros Series is superior to theirs?"

When I complimented him on the way out, my young companion said, "There's nothing original about that question. It was asked by one of the reporters at the President's Press Conference last month on television. You really ought to watch them, you know."

I'm writing this back at the Press Headquarters. I managed to ditch that kid at the Junior Laboratory of Science where he'll be among people of his own intelligence. No adults are admitted there—and now I know why. The kids already know more about science than we do anyway.

They saw it on television.

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